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## **Abstract**

Data on biodiversity is essential for understanding and managing humanity's relationship with the environment. Nonetheless, the scientific and policy communities often lack the necessary data to make informed decisions. In the last decade, citizen science projects, because of their capacity to scale up, their cost effectiveness, and their engagement with communities and citizens, have successfully accelerated data collection. Citizen science projects offer a promising approach to solve the data deficiency problem. However, doubts remain about the quality of citizen science data because of the novelty of the method, the lack of formal training for citizen participants, or other issues related to engagement of citizens. In this environment, trust becomes a key factor among government officials, scientists, project managers, and citizens. The analysis here intends to help managers of citizen science projects to deal with trust management. Scholars have worked for decades investigating trust and trust relationships, and as a result, dozens of definitions, models, and frameworks have been proposed. For the most part these efforts have focused on specific domains such as management, psychology and computer science and thus do not serve all the uses of the word "trust". Some efforts have created generic models but these models lack the flexibility to be applied to real world situations, such as in citizen science projects. The central goal of this research is to build an archetype that allows users to expand a generic (and workable) model of trust, when necessary, to evaluate claims of trust in specific situations across domains including psychology, computer science, and citizen science.